

SEGMENT 8, 9, 10 and 11

Page

FACTS AND CLAIMS

3-1 through 18

Please view video at least once before looking at this information.

## FACTS AND CLAIMS

## Review:

Compliment--why we say it and why it is important to an individual.

Attention

Interest--Big Fat Claim

Information--what an individual wants and why he wants it.

Big Fat Claim--What we can do for an individual after we've received the necessary information from him.

Keep the individual comfortable

## FACTS

With the needed information from your prospect, you can select the facts that will convince him to take the PFAL class. Seek facts which will convince him of what the class will do for him. Investigate what your prospect specifically wants.

What is a fact? A fact is something a person thinks to be true. It is not always a truth: facts may change; truth does not.

Example (fact and truth):

Fact: If a person believes in the Father, the Son and the Holy Ghost, he'll be saved.

Fact: If a person is baptized with water, he'll be saved.

Truth: That if thou shalt confess with thy mouth the Lord Jesus and shalt believe in thine heart that God has raised him from the dead thou shalt be saved.

Example (facts about the PFAL class):

Fact: The class is taught by Dr. Wierwille.

Fact: The class is presented on audio and videotape.

Fact: The King James version of the Bible is used in the class.

A fact is pointless without a benefit. A bridge is needed to get from the fact to the benefit. The bridge spans the transition between the fact and benefit. The benefit relays what the fact will do for the individual.

BE SPECIFIC

Example:

Fact: The class is taught by Dr. Wierwille

Bridge: so (or which means, therefore, etc.)

Benefit: You can be sure of receiving instruction from a master in the field of Biblical research.

Now you try your hand at the facts and benefits of the PFAL class.

1. Fact: \_\_\_\_\_

\_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_

\_\_\_\_\_

2. Fact: \_\_\_\_\_

\_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_

\_\_\_\_\_

3. Fact: \_\_\_\_\_

\_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_

\_\_\_\_\_

4. Fact: \_\_\_\_\_

\_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_

\_\_\_\_\_

BE SPECIFIC

5. Fact: \_\_\_\_\_

\_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_

\_\_\_\_\_

6. Fact: \_\_\_\_\_

\_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_

\_\_\_\_\_

7. Fact: \_\_\_\_\_

\_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_

\_\_\_\_\_

8. Fact: \_\_\_\_\_

\_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_

\_\_\_\_\_

9. Fact: \_\_\_\_\_

\_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_

\_\_\_\_\_

10. Fact: \_\_\_\_\_  
\_\_\_\_\_  
Bridge: \_\_\_\_\_  
Benefit: \_\_\_\_\_  
\_\_\_\_\_

11. Fact: \_\_\_\_\_  
\_\_\_\_\_  
Bridge: \_\_\_\_\_  
Benefit: \_\_\_\_\_  
\_\_\_\_\_

12. Fact: \_\_\_\_\_  
\_\_\_\_\_  
Bridge: \_\_\_\_\_  
Benefit: \_\_\_\_\_  
\_\_\_\_\_

13. Fact: \_\_\_\_\_  
\_\_\_\_\_  
Bridge: \_\_\_\_\_  
Benefit: \_\_\_\_\_  
\_\_\_\_\_

14. Fact: \_\_\_\_\_  
\_\_\_\_\_  
Bridge: \_\_\_\_\_  
Benefit: \_\_\_\_\_  
\_\_\_\_\_

## CLAIMS

People hold different opinions about the Bible because they have not been taught the truth. You are leading your prospect into the PFAL class so he will learn the truth about the Bible.

What may be claims to your prospect are facts you you, but you must learn to deal with your facts as though they are claims.

A claim is an unsupported fact.

The bridge spans the transition between the claim and the benefit.

The benefit relays what the claim will do for the individual.

The evidence lends support to the claim, defeats negative thinking and is given by means of:

demonstration	exhibit
example	analogy
facts	testimony of an expert

The nailedown is the benefit reversed and is said in 25 words or less.

Example:

Claim: The PFAL class will enable you to separate truth from error.

Bridge: Which means

Benefit: You will be able to tell true statements from false statements about the Bible without any more guess work.

Evidence (by example): I was lead to believe that God caused me to have a financial failure in order to teach me a lesson. Consequently, I would become a stronger individual. The situation didn't make me stronger and I blamed God for my problem. Finally, in the Power for Abundant Living class, I learned what really happened and I was able to reverse the situation.

Naildown: You would like to tell true statements from false statements about the Bible without any more guesswork.

Please go back and review your facts and benefits.

Be sure facts are facts not claims!

Be sure benefits are benefits not claims!

Memorize and recite them to your Twig (no notes).

List at least five facts or claims for your prospect.

1. Fact or claim: \_\_\_\_\_

\_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_

\_\_\_\_\_

Evidence: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Naildown: \_\_\_\_\_

\_\_\_\_\_

2. Fact or claim: \_\_\_\_\_

\_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_

\_\_\_\_\_

Evidence: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Naildown: \_\_\_\_\_

\_\_\_\_\_



3. Fact or claim: \_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_

Evidence: \_\_\_\_\_

Naildown: \_\_\_\_\_

4. Fact or claim: \_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_

Evidence: \_\_\_\_\_

Naildown: \_\_\_\_\_

5. Fact or claim: \_\_\_\_\_

\_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_

\_\_\_\_\_

Evidence: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Naildown: \_\_\_\_\_

\_\_\_\_\_

Please learn by this point that the naildown is a word by word reversal of the benefit. Instead of "you would like that?"

But repeating yourself word forward.

An Example:

Claim: You can learn to separate truth from error.

Bridge: Which means

Benefit: No one can lie to you and lead you astray.

Evidence: In session 5 you are taught the difference between spirit and senses world.

Naildown: You would like to know the difference so no one can lie to you and lead you astray.

Also use 3 of each of the different forms of evidence in following pages.

Demonstration  
Example  
Facts  
Exhibit  
Analogy  
Testimony of an expert

After you have completed the 20 claims on the following pages, please memorize these and practice by reciting these in your Twig. (No notes)

Now list your claims for the PFAL class

1. Claim: \_\_\_\_\_  
\_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_  
\_\_\_\_\_

Evidence: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Naildown: \_\_\_\_\_  
\_\_\_\_\_

2. Claim: \_\_\_\_\_  
\_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_  
\_\_\_\_\_

Evidence: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Naildown: \_\_\_\_\_  
\_\_\_\_\_

BE SPECIFIC

3. Claim: \_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_

Evidence: \_\_\_\_\_

Naildown: \_\_\_\_\_

4. Claim: \_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_

Evidence: \_\_\_\_\_

Naildown: \_\_\_\_\_

5. Claim: \_\_\_\_\_  
\_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_  
\_\_\_\_\_

Evidence: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Naildown: \_\_\_\_\_  
\_\_\_\_\_

6. Claim: \_\_\_\_\_  
\_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_  
\_\_\_\_\_

Evidence: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Naildown: \_\_\_\_\_  
\_\_\_\_\_

7. Claim: \_\_\_\_\_

\_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_

\_\_\_\_\_

Evidence: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Naildown: \_\_\_\_\_

\_\_\_\_\_

8. Claim: \_\_\_\_\_

\_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_

\_\_\_\_\_

Evidence: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Naildown: \_\_\_\_\_

\_\_\_\_\_

9. Claim: \_\_\_\_\_

\_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_

\_\_\_\_\_

Evidence: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Naildown: \_\_\_\_\_

\_\_\_\_\_

10. Claim: \_\_\_\_\_

\_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_

\_\_\_\_\_

Evidence: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Naildown: \_\_\_\_\_

\_\_\_\_\_



11. Claim: \_\_\_\_\_  
\_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_  
\_\_\_\_\_

Evidence: \_\_\_\_\_  
\_\_\_\_\_

Naildown: \_\_\_\_\_  
\_\_\_\_\_

12. Claim: \_\_\_\_\_  
\_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_  
\_\_\_\_\_

Evidence: \_\_\_\_\_  
\_\_\_\_\_

Naildown: \_\_\_\_\_  
\_\_\_\_\_

13. Claim: \_\_\_\_\_  
\_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_  
\_\_\_\_\_

Evidence: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Naildown: \_\_\_\_\_  
\_\_\_\_\_

14. Claim: \_\_\_\_\_  
\_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_  
\_\_\_\_\_

Evidence: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Naildown: \_\_\_\_\_  
\_\_\_\_\_

15. Claim: \_\_\_\_\_

\_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_

\_\_\_\_\_

Evidence: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Naildown: \_\_\_\_\_

\_\_\_\_\_

16. Claim: \_\_\_\_\_

\_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_

\_\_\_\_\_

Evidence: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Naildown: \_\_\_\_\_

\_\_\_\_\_

17. Claim: \_\_\_\_\_  
\_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_  
\_\_\_\_\_

Evidence: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Naildown: \_\_\_\_\_  
\_\_\_\_\_

18. Claim: \_\_\_\_\_  
\_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_  
\_\_\_\_\_

Evidence: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Naildown: \_\_\_\_\_  
\_\_\_\_\_

19. Claim: \_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_

Evidence: \_\_\_\_\_

Naildown: \_\_\_\_\_

20. Claim: \_\_\_\_\_

Bridge: \_\_\_\_\_

Benefit: \_\_\_\_\_

Evidence: \_\_\_\_\_

Naildown: \_\_\_\_\_